



# IT-ITeS Industry

## INTRODUCTION

Information Technology (IT) is one of the fastest growing sectors in the world today. The IT industry comprises two important components—Information Technology (IT) and Information Technology Enabled Services (IT/ITeS). IT is undergoing rapid evolution and is changing the nature of Indian business standards. Software development, consultancies, software management, online services and business process outsourcing (BPO), all come under the IT sector. ITeS are the services provided by BPOs.

The term Information Technology (IT) is widely used in the business world. IT/ITeS sector has emerged as a key provider to the Indian economy. Today IT/ITeS sector is driving the growth in BPO by generating employment opportunities. ITeS sector has made significant contributions to the Indian economy. This unit will introduce the basic concepts and ideas related to IT and ITeS.

## INFORMATION TECHNOLOGY

Information Technology (IT) is the use of computer hardware and software technology to create, manage, store, update, exchange and analyse data and information in the context of a business or other enterprise. Computer system is used as a main component in information technology.



Fig. 1.1: Information Technology

Computer takes data as input, processes it and produces the results as output. In business data processing, the computer processes several sets of data and generates useful information. This information is used by people at large. This is how IT became important in the business world.

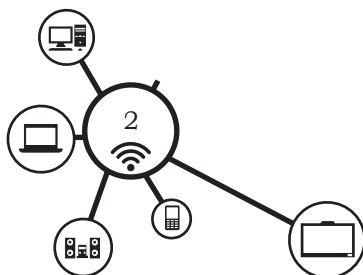
Information is the result of data processing. Data refers to facts or raw material, which are processed to get information. The

number of boys and girls in a class is a factual data of the classroom. This is an example of data related to students in a class. Some conclusion can be drawn based on the data. This conclusion is information. Decisions are taken on the basis of this data and information.

India is one of the fastest-growing IT services markets in the world. It is also the world's largest outsourcing destination. The country's cost competitiveness, in providing IT services, continues to be its Unique Selling Proposition (USP) in the global sourcing market.

## INFORMATION TECHNOLOGY-ENABLED SERVICES (ITeS)

Information Technology (IT) that enables business activities by improving quality of service is called IT enabled Services (ITeS) or web enabled services. ITeS is the outsourcing of processes, enabled with IT. ITeS improves the overall efficiency of an organisation. It covers diverse areas like finance, HR, administration, health care, telecommunication and manufacturing. E-enabled services radically reduce costs and improve service



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standards. ITeS offers different services integrated in a single delivery mechanism to end users. These services provide a lot of career options that include opportunities in offices, such as Call Centres, Payrolls, Logistics Management, Revenue Claims Processing, Medical Billing, Coding, Medical Transcription, Legal Databases, Back Office Operations, Content Development, GIS (Geographical Information System), Web Services and HR Services, Customer Relationship Management, Data Entry and Data Processing, Software Development, Data Warehousing, IT Help Desk Services, Enterprise Resource Planning and Telecommunication Services.

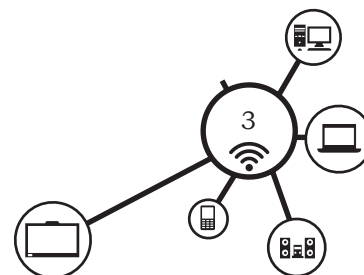
### Growth of IT Sector in India

As per the National Association of Software and Services Companies (NASSCOM) data, India's Information Technology-Business Process Management (IT-BPM) industry revenue, in financial year 2017–18, is recorded at US\$151.0 billion, US\$141 billion in 2016–17 and US\$129.4 billion in 2015–16. IT-BPM exports also grew from US\$107.8 billion to US\$116.1 billion during the same period. The e-commerce market is estimated at US\$33 billion, with a 19.1% growth in 2016–17.

According to the India Brand Equity Foundation (IBEF) figures, the Indian IT industry is set to touch US\$225 billion by 2020 and US\$350 billion by 2025. Industry experts and NASSCOM say the Indian IT workforce will touch 30 million by 2020, becoming the highest sector employer. In near future India's economy will require more hardware, software and IT services.

### Top 10 BPO Companies in India

- **Genpact:** It is a multinational company, which handles national and international call centres all over the world. Genpact is ranked the number one BPO provider in India.
- **Tata Consultancy Services (TCS):** This BPO is recognised as one of the best in banking business process outsourcing (BPO) by Everest Group.
- **Wipro BPO:** It provides a broad spectrum of services across IT services and business process



## NOTES

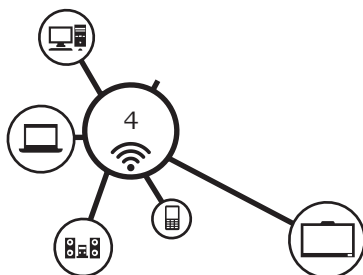
outsourcing (BPO). It contributed approx 7.5% to India's Gross Domestic Product. Aegis Limited is a leading global business service provider of customer experience management.

- **Serco Global Services:** It offers a consulting-led approach and focusses on integrated end-to-end business services.
- **Infosys BPO:** Now called Infosys BPM, it is a reflection of the paradigm shift in the nature of services that the company now offers through its holistic approach of end-to-end transformative business process management (BPM).
- **WNS:** It is the world's most preferred Business Process Management (BPM) destination since the past two decades.
- **Global Services:** It is the world's most preferred business process management (BPM) destination since the past two decades.
- **Firstsource Solutions:** It is a leading provider of customised business process management (BPM) services.
- **Hinduja Global Solution:** It is a global leader in business process management (BPM) and optimising the customer experience lifecycle.
- **EXL Service:** It is an operations management and analytics company. EXL offers insurance, banking, financial services, utilities, healthcare, travel, transportation and logistics services.

### Sub Sector of IT industry

IT industry can be broadly classified into four sectors.

- **IT Services:** It includes the services, such as consulting, systems integration, IT outsourcing/managed services/hosting services, training and support/maintenance.
- **Business Process Management:** It deals with the management of one or more business processes by an external organisation. That, in turn, owns and manages the selected processes based on defined and measurable performance metrics.



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- **Software Products:** It is the IT Industry segment providing services in the area of software products, through all or any of the product lifecycles.

- **Engineering Research and Development:** These services are those that augment or manage processes that are associated with the creation of a product or service, as well as those associated with maximising the life span and optimising the yield associated with a product or asset.

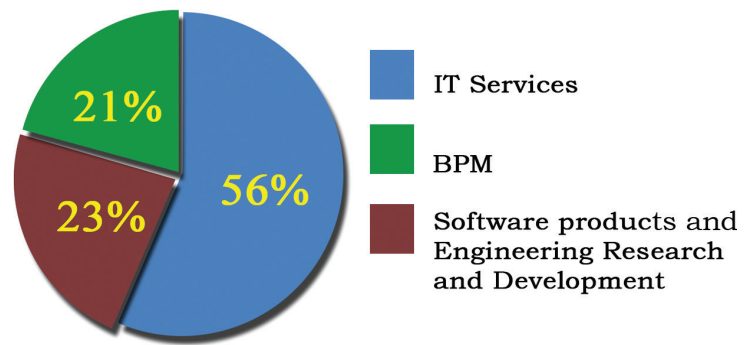


Fig. 1.2: IT Industry Sectors

## About ITeS in India

1. Call centres provide customer interaction and communication services.
2. Non-public facing operations of various large companies are done in BPOs. For example, British Airways runs its reservation system from India.
3. Most of the top international banks channel their data-churning needs to their units in India.
4. ITeS sector includes services ranging from:

- Call Centres
- Claims processing, for example, insurance
- Office operations, such as accounting, data processing, data mining
- Billing and collection, for example, telephone bills
- Internal audit and payroll, for example, salary bills on monthly basis

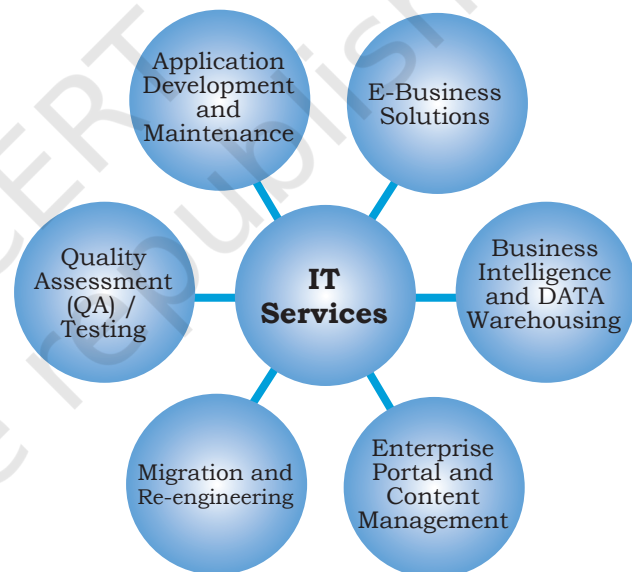
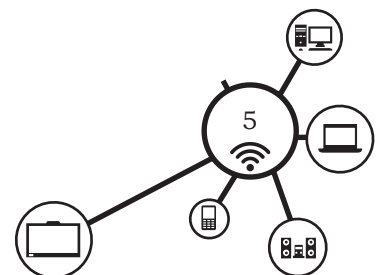


Fig. 1.3: Information Technology Services





- Cash and investment management, for example, routine jobs given to a third party and giving importance to core business.

## Employment Trends

The IT and ITeS sector has generated and continues to generate a large number of jobs every year. There is great demand for IT professionals in e-commerce and business-to-consumer firms, especially with a progressing online shopping, social media and cloud computing world. With such immense opportunities in this sector, a large number of Indian and multinational companies (MNCs) are investing in expanding and setting up IT and ITeS businesses in India.

## Outsourcing

Wedding ceremonies are a big deal nowadays. The hosts have to make all the arrangements, from the venue to the menu. It is not possible for one person to make

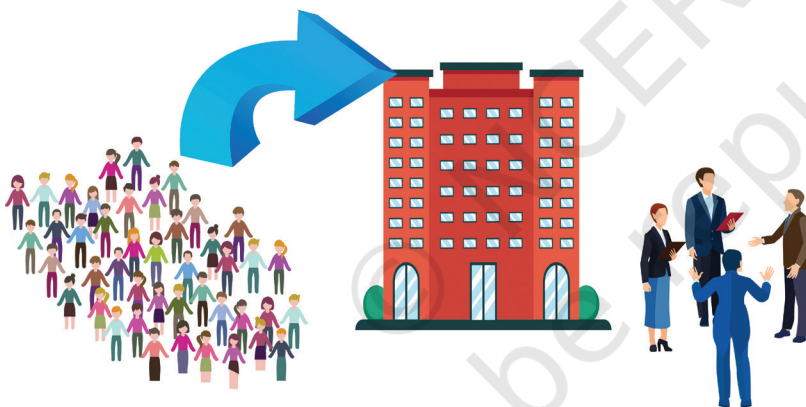


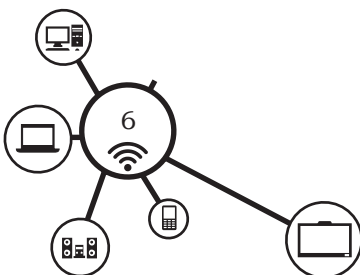
Fig. 1.4: Outsourcing

all the arrangements for the various activities of the function. It has to be outsourced activity-wise or bundled together. It would be best to outsource such routine jobs to experts and do only those that are critical and need your attention. Outsourcing is the concept of offering contracts to experts or expert groups.

To understand it, let us read the story of two young friends, Amar and Shirish, who got married at about the same time.

*Amar tried to make all the wedding arrangements himself. In the process, there was great confusion on the day of the wedding. The kitchen ran out of food, the fans stopped working. The workers ran to Amar for every little thing! Amar was busy attending to them while the unhappy guests started to leave. Finally, the bride too left!*

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*Shirish, on the other hand, chose to outsource all the routine jobs, so that he could concentrate on his wedding and attend to his guests. His wedding was a happy and memorable affair.*

This is what the companies with a large client base are doing. They sub-contract some of the jobs to other parties. The jobs that are sub-contracted are day-to-day jobs, such as

- handling customers' questions or complaints 24×7.
- preparing the salaries for their employees.
- telemarketing their products.
- collecting money from customers.
- sending out bills and other processes that support their main business.

These jobs are taken up by BPOs, while the main work or production, management of the business or branding remains with the company. This helps companies

- save time,
- reduce cost of resources and
- increase efficiency.

To a company, this would be the business of making profits and growing.

## Different Sectors in Outsourcing Jobs

These services can be classified into different outsourcing sectors. They include:

### **Call Centre Outsourcing**

Typically, Call Centre services include inbound and outbound services shown in Figure 1.5.

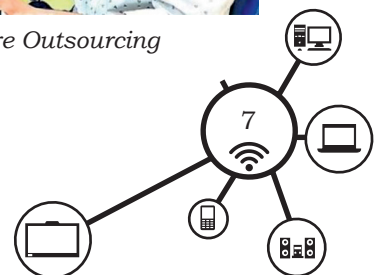
Inbound Call Centre services typically include answering services that are available 24×7. Call Centre agents can also be trained to up-sell and cross-sell services, take orders and provide information on the benefits and features of products/services.

Outbound Call Centre services include services like telemarketing, lead generation and market intelligence services.



Fig. 1.5: Call Centre Outsourcing

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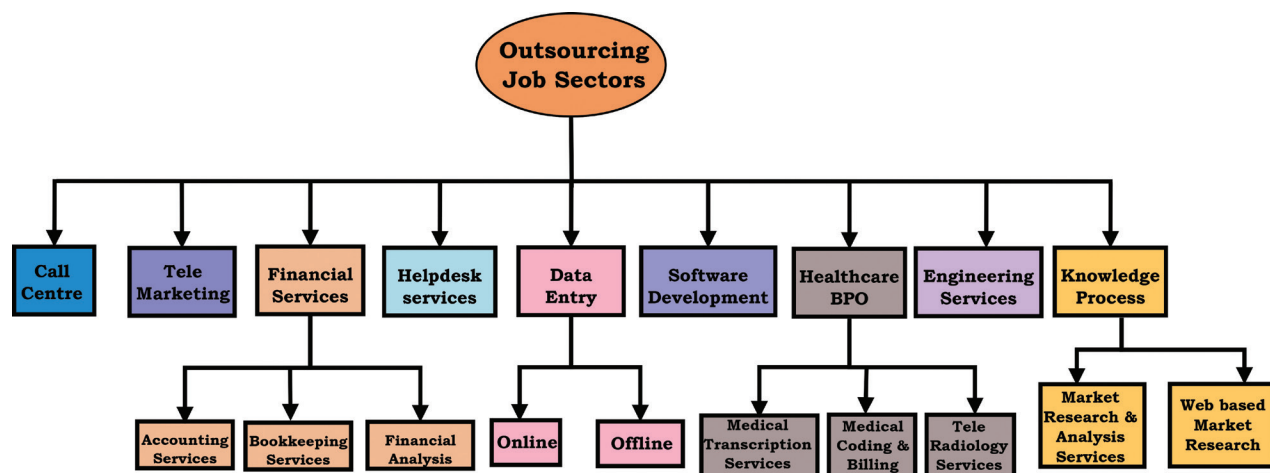


Fig. 1.6: Outsourcing Job Sectors

Technical Help-desk Services includes technical after-sales support for products and services. The various outsourcing job sectors are shown in Figure 1.6.

Knowledge Process Outsourcing (KPO) typically provides domain-based processes and employs advanced analytical skills and business expertise, rather than just process expertise. Figure 1.7 shows various research services provided by a KPO.

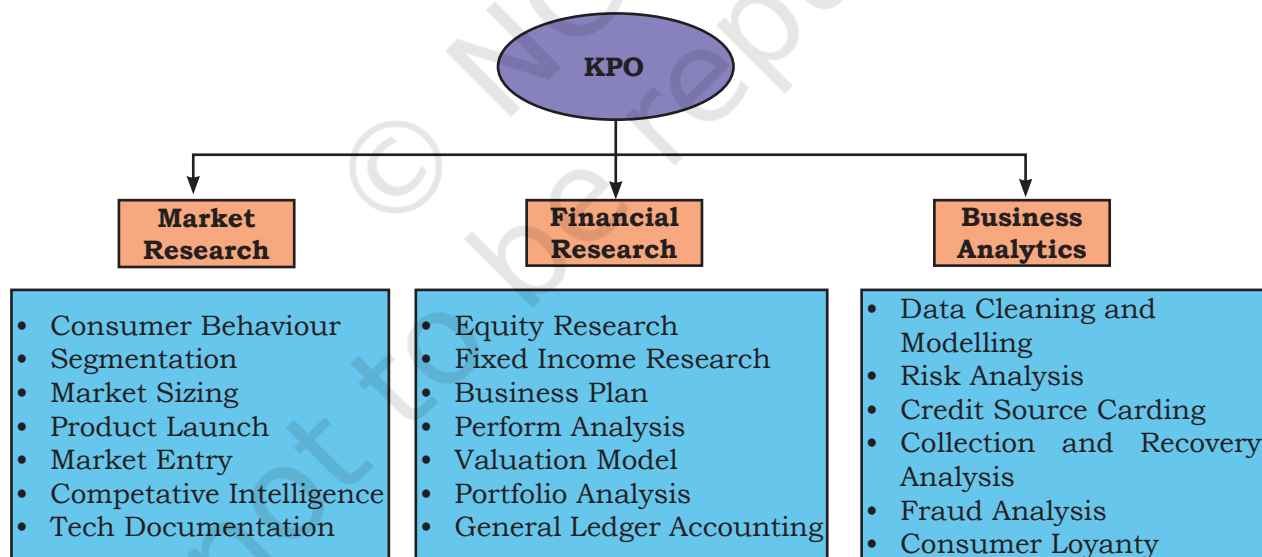
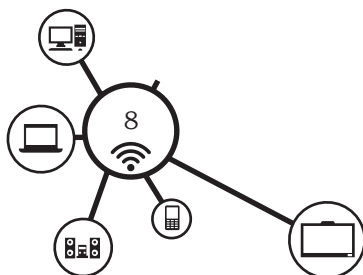


Fig. 1.7: Research services provided by a KPO

- *Market research and analysis* helps a business to extract useful information that reveals current trends and provides inputs for decision-making.





- *Web-based market research* helps to collect data from secondary sources like government publications and newsgroups.
- *Data Entry Outsourcing* is a requirement of all organisations, whether big or small. Data entry outsourcing can be divided into online and offline data entry.

—*Online data entry* includes services, such as compilation of data from websites and e-books, updating online catalogues and creation of databases. A typical online data entry is shown in Figure 1.8.

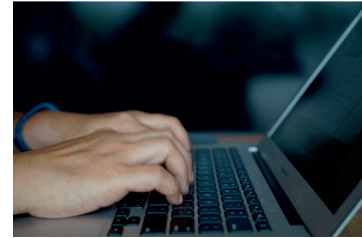


Fig. 1.8: Online Data Entry

—*Offline data entry* includes services, such as offline data capture, fillings of forms, forms processing, data entry from one format or version to another, word processing, etc. A typical offline data entry is shown in Figure 1.9.



Fig. 1.9 Offline Data Entry

### **IT Services Outsourcing**

This includes outsourcing of software development. All activities related to design, development and testing are outsourced. In other cases, only a part or portion of the overall system is outsourced for development. This is in cases where the client does not have the requisite skills or technology for the development work.

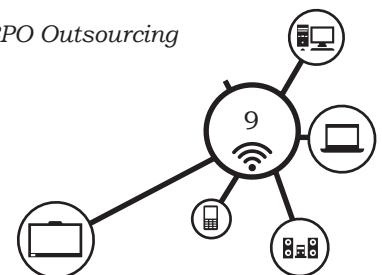
### **Healthcare BPO Outsourcing**

This includes a diverse range of Health Insurance Portability and Accountability Act of 1996 (HIPAA) compliant services. The services include:

- *Medical transcription services*, which include services to transcribe information from a variety of audio sources and file formats, such as MP3, MPG, MOV, DSS, WMA, etc.
- *Medical coding and billing services* are delivered using popular billing software like Medic and Lytec.
- *Tele-radiology services* provide 24×7 accesses to qualified radiologists.



Fig. 1.10: Healthcare BPO Outsourcing



### **Financial Services Outsourcing**

- *Accounting services* include preparation of financial statements for the statutory annual audit, cash forecasting services and payroll services.
- *Bookkeeping services* include preparation and maintenance of both day-to-day books as well as monthly and quarterly accounts. It also includes preparation of reports like a sales reports.
- *Financial analysis services* include analysis of financial information such as financial statements, portfolio structures and offer documents.

### **Engineering Services Outsourcing**

This includes a range of mechanical, civil, structural and architectural services. The services include:

- (i) Computer-aided design (CAD) services to develop prototypes
- (ii) 2D drafting services
- (iii) Conversion of paper drawings into a digitised format
- (iv) Design and analysis for residential and industrial buildings
- (v) Architectural visualisation services (3D rendering or 3D animations)
- (vi) Services for evaluation and strengthening of deteriorating structures

Most of the business organisations opt for outsourcing is various activity for various reasons, such as minimising the cost involved in non-core activities and concentrate on strengthening the core competencies and core activities.

### **Business Process Outsourcing (BPO)**

Business Process Outsourcing or BPO is a contract between two parties, where one party asks the other to manage and run some of its business processes.

Now take a look at this: **B P O**

- B** – Business here refers to a business house or corporate
- P** – Process refers to jobs
- O** – Outsourcing is the sub-contracting process to third parties

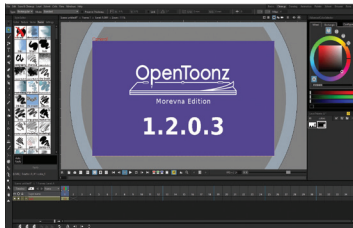
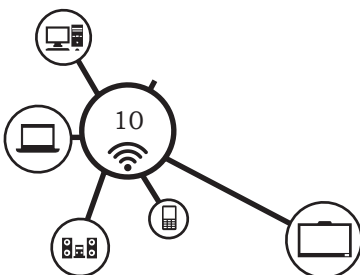


Fig. 1.11: 2D Open Source Software



The BPO generally has a small reception to entertain one customer at a time, and the shop floor where the actual work takes place and the customer service representative (CSR) works. The CSRs are generally young with a dynamic personality and brilliant communication skills take calls from the customer and resolve their queries and have their own work station consisting of a computer desk and chair. The BPO can have voice and non-voice process. In voice processes the conversation is performed with customer over a phone call by way of talking to the customer and resolving customer queries. In non-voice process the conversation with the customer is done via electronic-communication through e-mail, messaging without talking to a customer on phone.

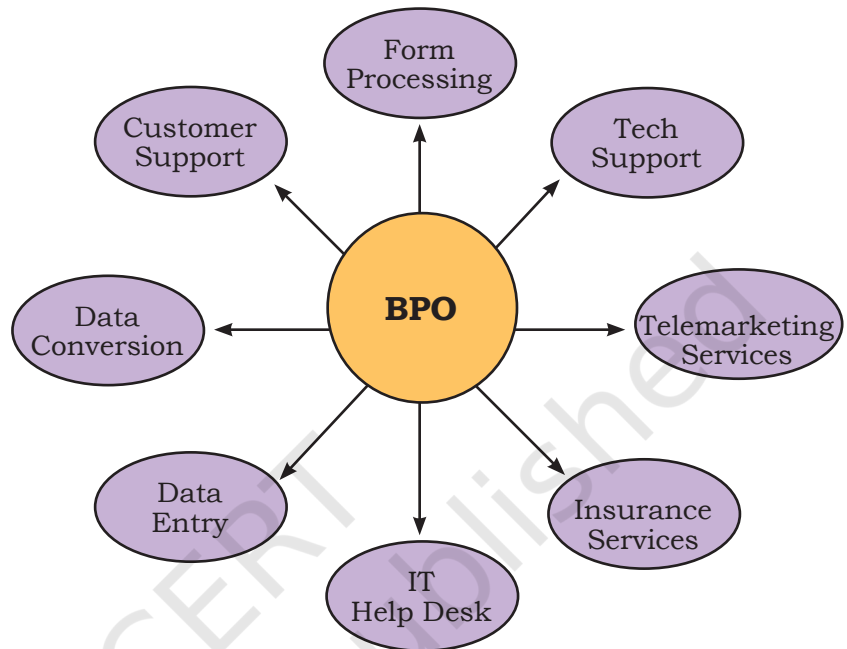


Fig. 1.12: Business Process Outsourcing

## Trends in the BPO Industry

A domestic BPO offers their services to clients or customers of that country, while international BPOs offer their services to customers all over the world. For example, in the Indian context the domestic BPO offers services to the customers in India. To offer services the company has its toll free numbers on which customer can call and resolve their queries. When a customer calls on a toll free number of any company the call connects to the customer CSR in BPO.

### Domestic BPO

A domestic BPO offers services to domestic customers. The services it offers are:

1. It provides after-sales service, customer care support and other data entry services.

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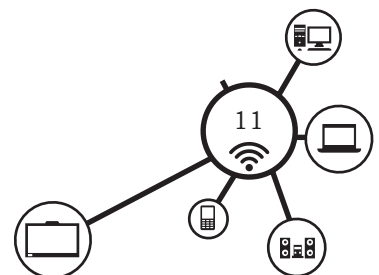




Fig. 1.13: Domestic Call Centre Scenario

2. There are certain foreign companies that have a number of products being used by Indian customers, and so have established their call centers in India. We can observe that many household electronic appliances—air conditioners, television, refrigerator of foreign companies, such as LG, Samsung, are largely used in India.
3. The domestic BPO industry has grown at a rate of 30% in the last five years. Today, India is ranked number 1 in the global BPO market. There are more than 500 companies offering BPO services in India. The rate, at which the BPO industry is growing, needs a large number of trained and well-groomed employees. It can provide employment opportunities to a talented pool of people in smaller cities and towns. It also discourages migration, as it gives an opportunity to individuals to work in their hometowns.
4. As a Customer Service Representative (CSR), one needs to be up-to-date with the established market trends and practices in sales and customer service. Customer service process that received only marginal attention have evolved into a primary functional area. Therefore, to ensure that the customers' demand for a responsive and reliable service is met, companies are using innovative methods and processes to strengthen their service level.

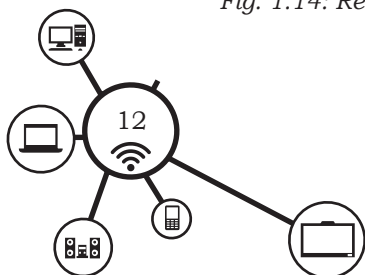
### **Real Time to Right Time**



Fig. 1.14: Real-Time to Right Time

The main focus of real time to right time is resolve customers queries or product as per the given period of time. The challenges of scale will be difficult for most businesses and organisations.

The key then becomes communication and managing expectations. Successful customer service organisations are those





that set, communicate and meet expectations rather than letting customers set the expectations for them.

### **Customer Service as a Marketing Opportunity**

There is a focus on integrating customer service data into overall market research and customer experience. It is not about huge data but correlating data that helps to give us a better view of the customer. The customer service activity, community forums and knowledge bases will become more integral for improving customer service. The edge will go to the companies that can effectively mine their data and find value, whether it is in an improved customer experience or as a feedback loop to product development and marketing strategy.

### **Multi-channel to Customer-centric**

A toll-free phone number is a single channel for customer service. The focus will now be on the evolution of the integrated multi-channel customer service experience.

A customer may initiate an interaction on social media but expect a unified, integrated experience as the conversation moves through e-mail, web, voice and any other channels.

### **Competition and Beyond**

A big side of the customer service experience is the interaction between customers and customer service agents. As much as customer service organisations focus on 'customer experience', they focus inwardly on the 'agent experience'. Customer service organisations increase adoption of competition and other techniques to improve agent confidence.

### **Motivating Customer Support Agents**

Whether your business is Business-to-Business (B2B) or Business-to-Customer (B2C), in the end, customer service is often Person-to-Person (P2P). There will be an increased focus on the productivity and effectiveness of customer support agents. Happy, motivated customer service agents provide better support and a better customer experience.

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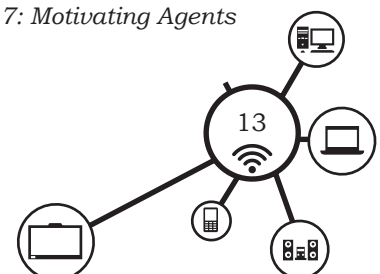
Fig. 1.15: Marketing Opportunity



Fig. 1.16: Customer-centric



Fig. 1.17: Motivating Agents





## Focus on Self-service

One major trend in customer service is the move by companies to encourage customers for self service to

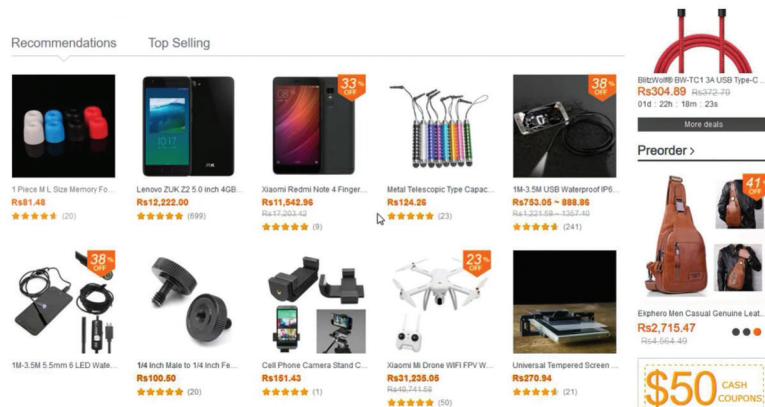


Fig. 1.18: Recommendations that Sell

solve their own service issues, as seen in retail industries. The self-service ranges from customers placing their own products in shopping bags, doing their own checkout, including scanning products and making payment. Customers needing information are encouraged by companies to first undertake the effort themselves by visiting

special company-provided information areas. Only after they have explored these options, that they may contact customer service.

## Selling More

Companies that maintain a customer service staff, help to solve customer problems, also convince customers to purchase more. Many companies now require sales training for their customer service personnel. At a basic level, customer service representatives may be trained to ask if customers are interested in hearing about other products or services. If a customer shows interest, then the representative will transfer the customer to a sales associate. At a more advanced level, the representative will shift to a selling role and attempt to get the customer to commit to additional product purchase.

## Technologies

### Online Chat

As we will see throughout the principles of marketing tutorials, technological innovation has significantly impacted all areas of marketing. Improvements in computer hardware and software, as well as uncontrolled acceptance of the Internet as a prime channel for connecting with customers has led to numerous innovative methods to address customer needs.

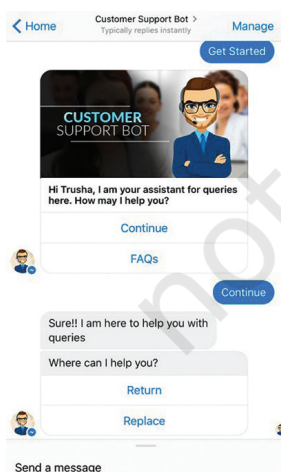
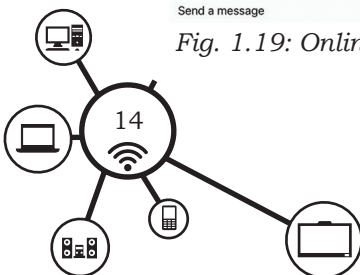


Fig. 1.19: Online Chat



For example, companies are finding value in using Internet chat as a way to address customer queries. Typically, the chat feature is presented via a pop-up browser window. This window appears when a customer clicks on a website link, though newer technology using computer programming, dubbed AJAX, allows for a chat to take place right on a webpage and not through pop-up windows.

Online chat sessions are undertaken in real-time with customers and company service people exchanging text messages.

More advanced chat technology, called collaborative browsing, allows customer service representatives to manipulate a customer's browser by sending webpages that contain relevant information.

### ***Really Simple Syndication (RSS) Feeds***

This is another Internet technology that is rapidly gaining a place in customer service. It is popular because of its use in Internet blogs and is now widely used on most popular websites or text messages. RSS allows a company to send out information quickly to a large number, with little manual effort compared to traditional methods. With RSS, customers are able to subscribe to a company's RSS feed and anytime the company updates information that is connected to a RSS feed (for example, website, text message), a notice is instantly sent to all subscribers.

Subscribers who have installed the proper software or have access to an online reader will see the information appear automatically.

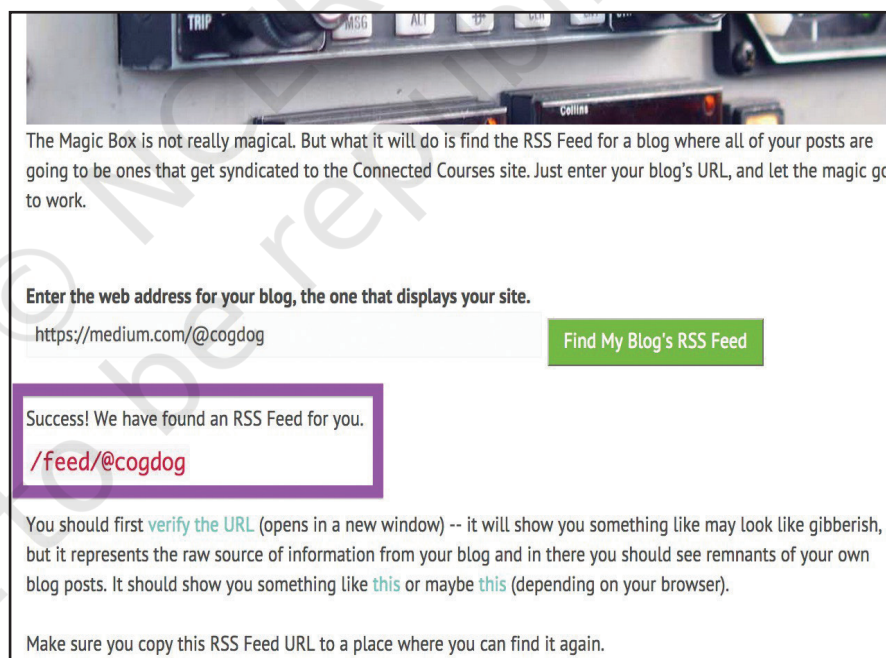
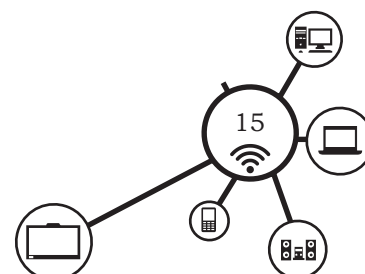


Fig. 1.20: Really Simple Syndication Feeds



Customer service has found RSS to be useful for communicating product updates, technical matters, such as product defects or recalls and general company communication, such as notification of special promotions.

### **Wireless Data Access**

Providing a high-level of customer services does not only occur when the customer initiates contact with an organisation. Customer service takes place during any potential interaction including those that may be initiated by a company representative who is meeting face-to-face with a customer. For instance, an organisation may send sales personnel with some other support personnel to a customer's location. Their ability to address customer concerns is vital to maintaining strong customer service.

To ensure that field personnel have the most up-to-date information, many companies now equip their field teams with portable devices that can access the Internet from any location. This is accomplished through wireless Internet connections, which allow the field personnel to access company computers and acquire customer data.

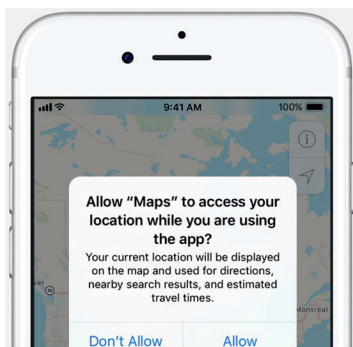


Fig.1.21: Wireless Data Access

### **Practical Activity 1**

Installing a Mobile App

#### **Material required**

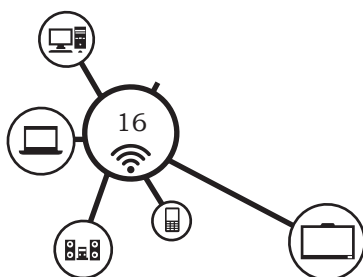
Smartphone, Sim with Internet connection

#### **Procedure**

- Search 'Play Store' icon in Mobile
- Click on 'Play Store' icon
- In Play Store, search for e-pathshala App of NCERT. Click install.
- After installing the App, open it. App will ask for 'Allow to access your location'. Click OK.
- Then browse the book of your choice and read online.

### **Text Messaging**

Once considered a play-toy for teenagers, text messaging is quickly being adopted as a tool for customer service. Many companies and organisations, including schools,



colleges and universities, now use text messaging as a means to communicate with staff, parents or students. For instance, schools, colleges and universities have set up instant alert security systems where students can receive a text message in the case of an on-campus emergency or weather-related problem.

## Practical Activity 2

### Text messaging using mobile for activation of Internet setting service in mobile

#### Material required

Mobile phone, Sim with network provider connection

#### Procedure

- Select and click on the message icon in mobile.
- Write message EXAMPLE <SPACE> 201 on text area and send it to 555 number of network provider.
- After sending the message, the user will receive Internet setting messages. The user should save the settings and start Internet on mobile.



Fig. 1.22: Text Messaging

## Internet Telephone Support

Despite the growth in Internet as an outlet for addressing customer queries, many customers still prefer to discuss their situation with a live person through a telephone conversation. For this reason, companies have moved to a technology called Voice over Internet Protocol (VoIP) rather than using the Plain Old Telephone Service (POTS). With VoIP, telephone calls are delivered over the Internet with multiple phones sharing the same connection.

With more people using the same line, the cost per call is reduced. While the audio quality of the call may not be as reliable as POTS technology, improvement over the last few years has narrowed the quality gap to the point where most customers cannot distinguish the difference.

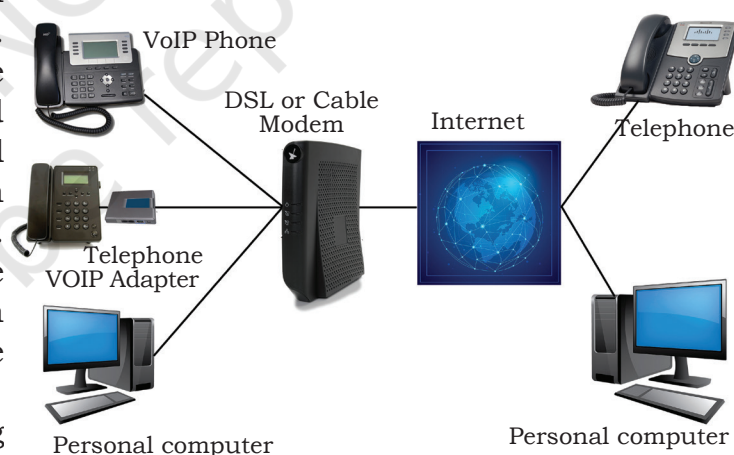
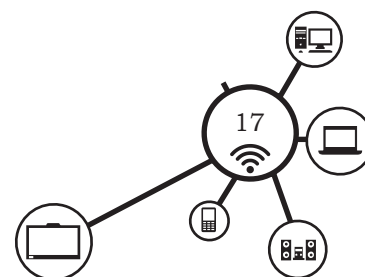


Fig. 1.23: Internet Telephone Support





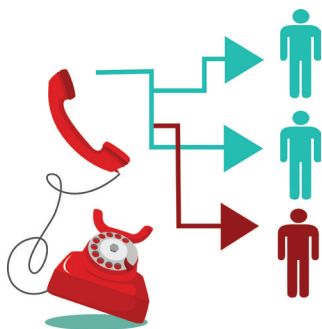


Fig. 1.24: Intelligent Call Routing



Fig. 1.25: Foreign Customer

### Intelligent Call Routing

Another novel technology associated with telephone support, deals with technologies that identify and filter incoming customer calls. One method is the use of software that attempts to identify the caller, usually based on the incoming phone number and then automatically directs the call for proper servicing. For instance, an appliance manufacturer may be able to distinguish between those who have purchased a refrigerator and microwave oven. But some marketers move a step further and can programme their call routing system to distinguish 'good' customers from others. This may result in these customers receiving preferential placement in the calling order or queue so that they will be serviced before lower-rated customers who sequentially may have called before the 'good' customer.

### International BPO

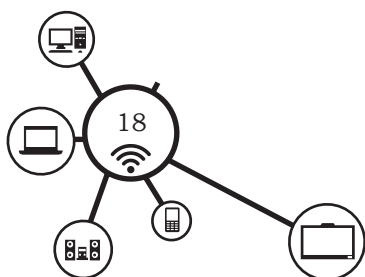
An international BPO offers services to clients from different countries. Such BPOs service has a whole range of multinational brands and foreign customers across culture, regions and geographical locations. An international BPO has been shown in Figure 1.28.

To work in an international BPO, you need a different set of skills. The work environment in an international BPO is different from that of a domestic BPO. Most international BPOs require their staff to work in shifts. Assume that you are working in an international BPO that serves American customers.

As you know, when it is night in India, it is day in America. So, you have to work in the night shift to serve American clients. Most international BPOs offer pick up and drop service for their staff and ensure their safety and comfort.



Fig. 1.26: International BPO calling





**Table 1.1 Difference between Domestic and International BPOs**

Domestic BPO	International BPO
<ul style="list-style-type: none"> <li>• Fluency in national and local language</li> <li>• Speaking with natural accent</li> <li>• Speaking English fluently</li> <li>• Speaking with correct pronunciation, words and phrases in the national language and English</li> <li>• Understanding the needs of Indian customers in terms of their cultural backgrounds, language, mindsets and economic status</li> </ul>	<ul style="list-style-type: none"> <li>• Excellent fluency in English language</li> <li>• Voice and accent modulation as spoken by people of the country you service</li> <li>• Ready to work in shifts as different countries have different time zones</li> <li>• Understand and work as per the work standards of the countries you are servicing</li> </ul>

## Voice Process — Inbound and Outbound Calls

Now we will analyse the voice process in a Call Centre. In this process, the Customer Service Representatives or CSRs have to speak over the phone. They either take calls from customers or initiate calls to them. When a CSR takes calls, such calls are INBOUND or in other words incoming calls. When a CSR makes calls, such calls are OUTBOUND or in other words outgoing calls.

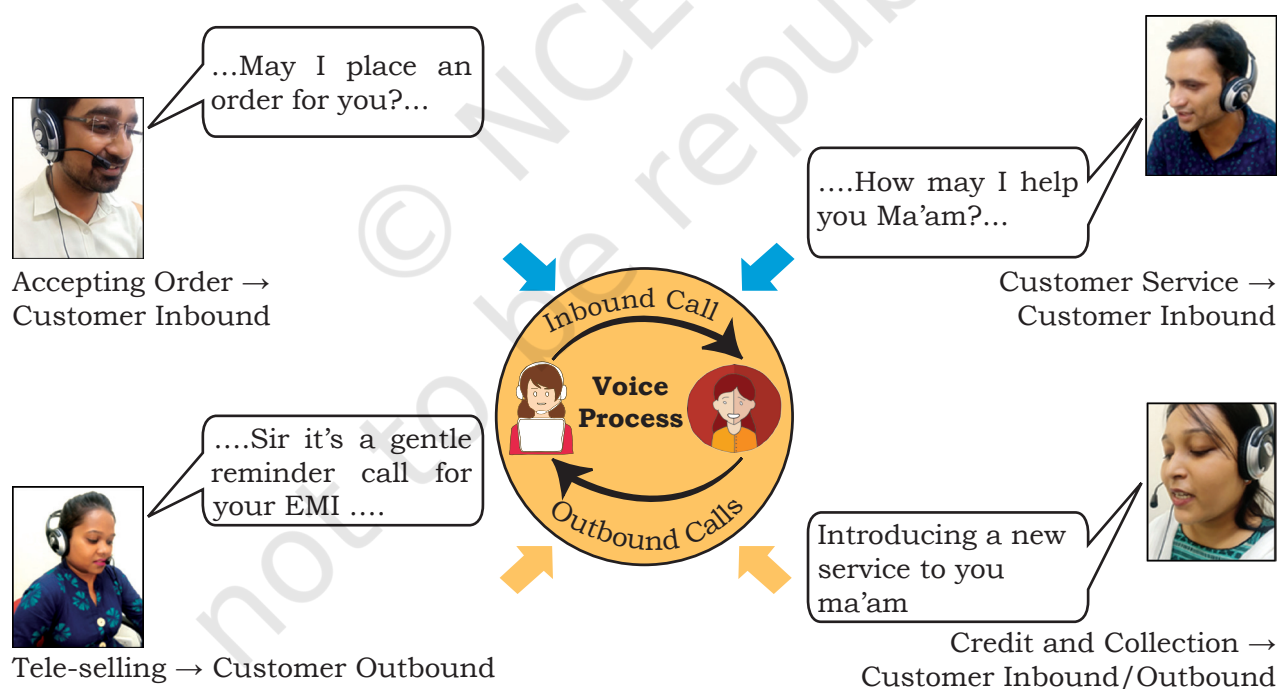
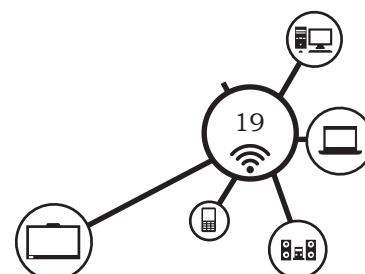


Fig.1.27: Voice Process



## Voice Process

In the voice process, there are four kinds of jobs that you can do:

- Accepting orders
- Customer service
- Tele-sales
- Credit and collections

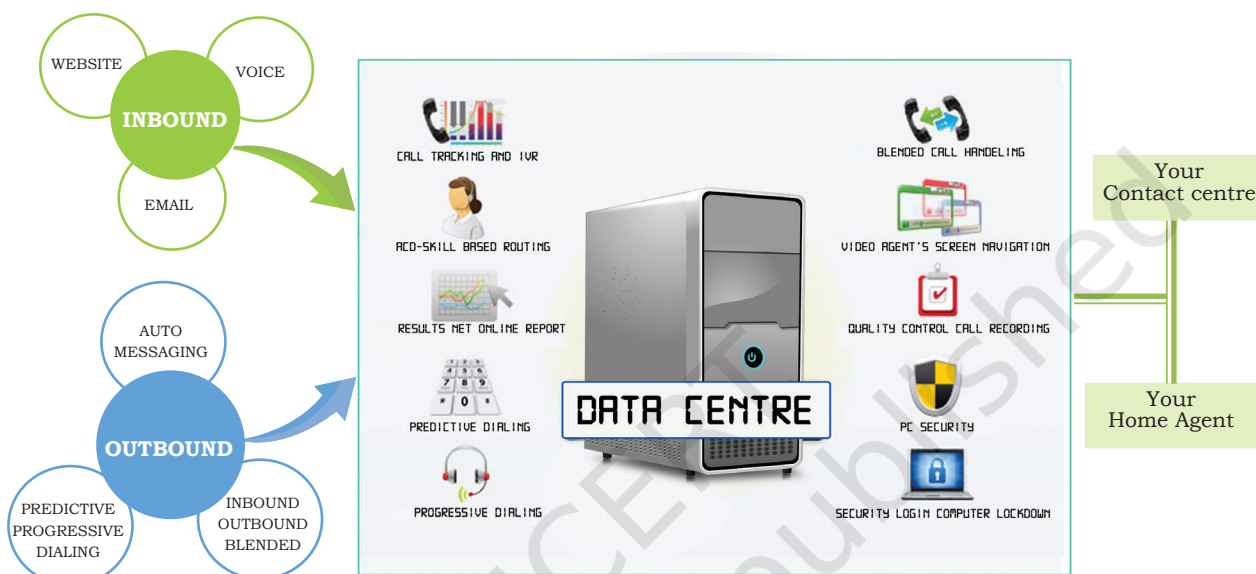


Fig. 1.28: Inbound and Outbound Calls

### Accepting Orders

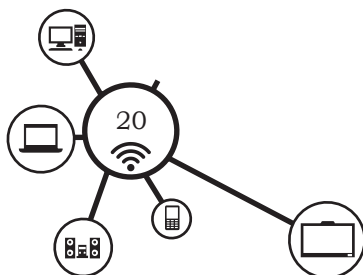
This involves taking orders from customers. It could be for any product that the customer has seen through a mailer or any online promotion. Accepting order calls are inbound calls.

As a CSR accepting orders, you must do the following:

- Make sure that you listen carefully
- Type the order request into your CRM software correctly

### Customer Service

Customer Service means taking calls from customers. All these are inbound calls. A CSR, in customer service, may have to attend to 200 calls each day. This can be taxing, more so because most customer calls are complaint calls.



## Tele-sales

In tele-sales, all calls are outbound. This job involves calling customers to make a sale over the phone.

## Credit and Collections

In this division, the CSR calls the customers to recover pending payments. Sometimes, customers too may call to check on their payment status. That makes the calls both inbound and outbound.

### Tip

Remember that you cannot afford to make typing mistakes. If you spell the name incorrectly it just goes into the database the way it was typed. Later, if the customer service department wants to retrieve the information, they will never find the name.

## Non-voice Process

The non-voice process section does data entry work. Data entry could be of different kinds from papers, books and entries of business transaction, such as sales, purchases or payroll, insurance claim forms and so on. Besides, the non-voice section also does email correspondence with customers.

## KPO, HRO, LPO

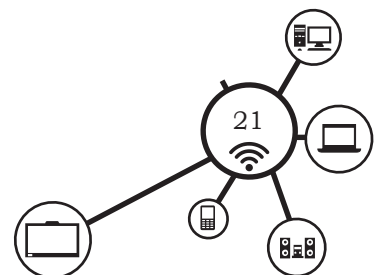
BPO services set the standards for the future with the latest technology and services to enhance customer experience. It gives flexibility to build the career, change processes and service lines, learn new skills and move to new challenges.

There are other functions too that get outsourced.

- **Knowledge Process Outsourcing (KPO)** is outsourcing of jobs that require knowledge, skill and expertise. The work in a KPO involves processes like market research, survey analysis and data mining, as shown before in Figure 1.7.



Fig. 1.29: Non-voice Process



## NOTES

- **Human Resource Outsourcing (HRO)** is outsourcing specialised HR-related activities. This segment of BPO involves work, such as payroll, compensation and benefit administration, keeping data of employee records, health benefits, etc.



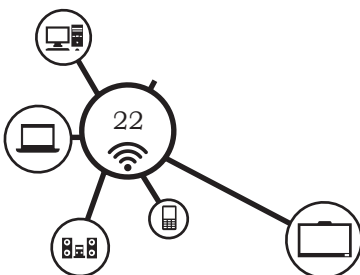
Fig. 1.30: Human Resources

- **Legal Process Outsourcing (LPO)** is outsourcing legal-related activities. People who have studied law join LPO organisations but be it a BPO, KPO, HRO or LPO, only non-core jobs get outsourced. The core jobs are always kept with the company.



Fig. 1.31: Legal Process Outsourcing

CRM DOMESTIC VOICE – CLASS XI



## Check Your Progress

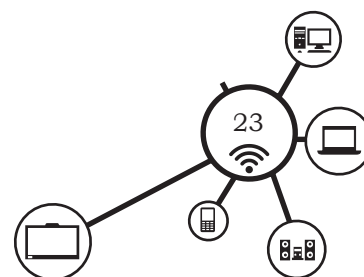
## NOTES

### A. Multiple choice questions

1. What is Business Process Outsourcing?
  - (a) Outsourcing an information-producing function
  - (b) Outsourcing an operational function
  - (c) Outsourcing research and development
  - (d) Outsourcing the payroll department
2. What are the skills required by a domestic BPO representative?
  - (a) Fluency in the local language with natural accent
  - (b) Excellent fluency in the English language
  - (c) Both of the above
  - (d) None of the above
3. In the voice process, which are the kind of jobs that a representative cannot do?
  - (a) Accepting orders
  - (b) Customer service
  - (c) Keeping data of employee records
  - (d) Credit and collection
4. What is an example of Business Process Outsourcing?
  - (a) Using an outside company to function as a Call Centre
  - (b) Using an outside company to function as the research and development department
  - (c) Using an outside company to function as the payroll department
  - (d) Using an outside company to function as the human resource department
5. What is Knowledge Process Outsourcing?
  - (a) Outsourcing an information-producing function
  - (b) Outsourcing an operational function
  - (c) Outsourcing a Call Centre
  - (d) Outsourcing the manufacturing department

### B. State whether the following statements are True or False.

1. Growth of the IT sector in India is increasing every year.
2. Indian IT workforce will be the highest sector employer by 2020.
3. International BPO CSR communication needs fluency in national and local language.
4. Intelligent Call Routing is a new technology in telecommunication.
5. Every mobile phone has text messaging service.
6. Online Chat helps CSR for recommendation of online products services.
7. Call Centres provide customer interaction and communication services.





## NOTES

### C. Fill in the blanks

1. Indian IT industry is set to touch \_\_\_\_ billion by year \_\_\_\_.
2. IT industry can be broadly classified into \_\_\_\_\_ sectors.
3. A \_\_\_\_\_ involves processes like market research, survey analysis.
4. An international \_\_\_\_\_ offers services to clients from different countries.

### D. Write the full form of the following acronyms

1. IT \_\_\_\_\_
2. ITeS \_\_\_\_\_
3. ISP \_\_\_\_\_
4. BPO \_\_\_\_\_
5. BPM \_\_\_\_\_
6. CRM \_\_\_\_\_
7. KPO \_\_\_\_\_

### E. Short answer questions (50 words)

1. What are the services offered by ITeS?
2. List the top 10 BPO companies in India.
3. What are the four sectors of IT industry?
4. List the various Call Centre outsourcing jobs in India.
5. What are inbound and outbound Call Centre services?

